



BRAND STYLE GUIDE | JUNE 2018

OTS IDENTITY

This visual identity system encompasses critical elements of the California Office of Traffic Safety brand, including logos, colors, typeface and their combined uses. Consistency is paramount in helping distinguish and support the brand and its mark. By making sure our brand identity is consistent, we help increase public awareness of who we are and the messages we deliver. The new look is designed to build recognition, trust and authenticity across all communication and branding platforms.

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DESIGN ELEMENTS



STANDARD LOGO

This is the foundation of our brand identity system and represents the quickest and most concise visual expression of our brand. It should accompany all communication and branding materials.

Due to the importance of the logo being presented with consistency and care, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.



VERTICAL LOCK-UP

When space does not allow for the horizontal logo.



HORIZONTAL LOCK-UP

When space does not allow for the vertical logo.

STANDARD LOGO



THE COLOR LOGO

The full color OTS logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing OTS wherever it appears. As such, the OTS Blue, Yellow and Grey should be used whenever the logo is reproduced in color.



THE BLACK LOGO

Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo.



THE REVERSED LOGO

When using the logo against a colored or textured background, it should appear in white. Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out, use either the black or full-colored logo instead.

COLOR USAGE

This primary palette includes the OTS Blue, Yellow and Grey used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for OTS.

These other colors should be used sparingly and only when needed. For example, as a background color in a poster or the color of a headline.

Primary



PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122



PMS: 427C
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
D0D3D4



PMS: 431C
C:45 M:25 Y:16 K:59
R:91 G:103 B:112
5B6770



PMS: 7454C
C:62 M:23 Y:4 K:12
R:95 G:143 B:180
5F8FB4



PMS: 296C
C:100 M:73 Y:28 K:86
R:4 G:28 B:44
041C2C

Secondary (Use Sparingly)



PMS: 5477C
C:66 M:24 Y:43 K:66
R:62 G:93 B:88
3E5B58



PMS: 563C
C:54 M:0 Y:29 K:2
R:107 G:187 B:174
6BBBAE



PMS: 188C
C:16 M:100 Y:65 K:58
R:118 G:35 B:47
76232F



PMS: 179C
C:0 M:87 Y:85 K:0
R:224 G:60 B:49
E03C31



PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122

CLEAR SPACE

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other elements, such as text or images, should appear within it. This clear space is equal to the size of the "O" in the OTS Logo.



LOGO MISUSE

To ensure a strong and cohesive impression across all OTS materials, every logo reproduction must be applied clearly and consistently. The following are examples of things to avoid:

1. Don't use different colors within the logo.
2. Don't outline the logo.
3. Don't apply drop shadows.
4. Don't restructure or reposition the elements within the logo.
5. Don't squeeze or stretch the logo.
6. Don't bend the logo.
7. Don't recreate the logo with alternate typefaces.
8. Don't use a low-resolution or web-based logo.
9. Don't use a staging box that falls within the clear space.



PRIMARY TYPEFACE

Our primary font is Futura. It should be used in all materials and its font family should be used for headlines, subheads and body copy.

The misuse of a branded font is one of the most widely found mistakes in brand management, most often changing the look and feel of materials and taking away from the consistency and identity of a brand.

These guidelines must apply to ALL materials, even the most simple. Whether creating a quick directional sign, a simple name badge or any printed items. Setting such a standard will not only help guide personnel but also conserve time and effort during production.

Note: If for any reason Futura is unavailable, Arial may be used as a substitute.

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)



GO SAFELY IDENTITY

Like the State of California's "Flex Your Power" brand, which promotes broad energy conservation and has been embraced by both citizens and government stakeholders alike, the Office of Traffic Safety seeks to position "Go Safely, California" as the widely adopted transportation safety rally cry. As the owner and parent of the Go Safely, California brand, the Office of Traffic Safety shall simultaneously become considered a leading organization furthering California's reputation as a model of progress and innovation for the entire country.

DESIGN ELEMENTS



STANDARD LOGO

The following guidelines have been developed to ensure the Go Safely logo is being presented with consistency and care. This is the foundation of our brand identity system and should accompany all communication and branding materials.



HORIZONTAL LOCK-UP

STANDARD LOGO



THE COLOR LOGO

The full color Go Safely logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing Go Safely wherever it appears. As such, the Go Safely Reds, Blues, and Yellows should be used whenever the logo is reproduced in color.



THE BLACK LOGO

Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo.



THE REVERSED LOGO

When using the logo against a colored or textured background, it should appear in white. Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out, use either the black or full-colored logo instead.

COLOR USAGE

This primary palette includes the Go Safely Blue, Yellow and Red used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for Go Safely.

The secondary palette should be used sparingly and only if necessary.

Primary



PMS: 5477C
C:76 M:49 Y:58 K:29
R:62 G:91 B:88
3E5B58



PMS: 563C
C:60 M:5 Y:33 K:0
R:99 G:187 B:186
62BBAF



PMS: 188C
C:33 M:92 Y:73 K:38
R:121 G:46 B:37
79242F



PMS: 179C
C:4 M:91 Y:91 K:0
R:230 G:62 B:48
E53E2F



PMS: 107C
C:3 M:7 Y:95 K:0
R:251 G:224 B:29
FBDF1C

Secondary (Use Sparingly)



PMS: 427C
C:18 M:12 Y:13 K:0
R:207 G:211 B:211
CFD2D2



PMS: 431C
C:67 M:55 Y:44 K:17
R:91 G:103 B:113
5B6670



PMS: 7454C
C:66 M:36 Y:15 K:0
R:95 G:104 B:181
5E8EB4



PMS: 296C
C:91 M:76 Y:55 K:68
R:251 G:224 B:29
091B2A

CLEAR SPACE

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,.;:?!\$&*)